



**BLOCK CREDIT AGREEMENT**

<b>Form Category</b>	Academic
<b>Document Owner</b>	Director of Academic Services
<b>Related Documents</b>	Credit Policy

**Agreement**

On successful completion of the first and second years of study\* of the specified Higher Education qualification as detailed below, a student will be guaranteed entry to *Bachelor of Business (Marketing) (BBUSMKT16)* with advanced standing granted through Block Credit worth 80 Credit Points.

<b>Entry pathway course</b>	Bachelor of Business Administration	
<b>Provider</b>	Canadian University of Bangladesh	
<b>Completion date range</b>	Within the last 5 years	
<b>Superseded course inclusions</b>	N/A	
<b>Destination course</b>	BBUSMKT16	Bachelor of Business (Marketing)
<b>Block credit guaranteed</b>	80 Credit Points	
<b>Remaining Credit Points</b>	160 Credit Points	
<b>Subjects exempt for destination course</b>	GEC101-6	General Elective Credits at UG100 Level x 6
	GEC201	General Elective Credit at UG200 Level x 1
	GEC301	General Elective Credit at UG300 Level x 1
<b>Subjects required for completion of destination course</b>	<b>Core</b>	<b>80 Credit Points (8 Subjects)</b>
	BIZ101	Business Communications
	BIZ102	Understanding People and Organisations
	MKT101A	Marketing Fundamentals
	BIZ104	Customer Experience Management
	BIZ201	Accounting for Decision Making
	BIZ202	The Business Environment
	BIZ301	Organisational Creativity and Innovation
	MGT301A	Ethics and Sustainability
	<b>Specialism</b>	<b>80 Credit Points (8 Subjects)</b>
	MKT103A	Integrated Marketing Communications
	MKG102	Consumer Behaviour
	MKG201	Business to Business Marketing
	MKT202A	Marketing and Audience Research
	MKG203	Digital Marketing Communications
	MKT301A	Marketing Strategy
	MKG302	Marketing Consulting Project
	<b>Elective</b>	<b>0 Credit Points (0 Subjects)</b>

<b>Authorised by (Associate Dean)</b>	 Professor Scott Richardson
<b>Responsible Officer (Program Director)</b>	 Darren Peters
<b>Date of agreement</b>	27/04/2023
<b>Duration of agreement</b>	This arrangement will remain in effect for a period of three years from the date of the agreement or for the duration of the destination course accreditation (whichever comes first) unless it

	is withdrawn at an earlier date by the Vertical Learning and Teaching Committee.
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\*The following first and second year subjects must be completed:

EITHER HUM 101 World Civilization and Culture OR HUM 102 Introduction to Philosophy

EITHER SOC 101 Introduction to Sociology OR PSY 101 Introduction to Psychology

EITHER PHY 101 Introduction to Physics OR BIO 101 Concepts of Biology (Theory)

BUS101 Introduction to Business

DEV 101 Bangladesh Studies

ECO 101 Introduction to Micro Economics

ECO 102 Introduction to Macro Economics

ENG 101 English Fundamentals

ENG 102 English Composition

GEO 101 Economic Geography & Environment

HUM 103 Ethics and Culture

MAT 101 Fundamentals of Mathematics

ACT 201: Financial Accounting

ACT 202: Management Accounting

BUS 201: Business & Human Communication

BUS 202: Business Law

CSE 201 Computer Applications

ECO 201 Math. For Business & Economics

ECO 202 Statistics for Business and Economics

FIN 201: Financial Management-I

MGT 210: Principles of Management

MGT 211: Organizational Behaviour

MKT 201: Principles of Marketing